

1 ABSTRACT OF THE DISCLOSURE

2 Described are methods and apparatus for enhancing an
3 information resource, such as a Web page, simultaneously
4 residing in memory on a number of remote receivers. A
5 content creator, (e.g., a program producer, broadcaster,
6 affiliate, cable company or satellite provider), embeds a
7 trigger in a data service channel of a broadcast signal.
8 The trigger includes a resource identifier unique to the
9 information resource and a script capable of modifying the
10 information resource. The script might be a script or a
11 segment of a script written in a conventional scripting
12 language. Each receiver that includes the targeted
13 information resource monitors the data service channel of
14 the broadcast video signal for script-bearing triggers
15 directed to that resource. If a receiver receives a script-
16 bearing trigger directed to the resident resource, the
17 receiver executes the script contained within the trigger
18 to alter the resource and/or the displayed video defined by
19 the resource.

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